

**WHAT IS CLAIMED IS:**

1. A highly concentrated fabric softening composition for dispensing in a washing machine or by handwashing, the composition comprising:
  - a fabric softener active or mixture of actives that is at least about 40%, preferably at least about 50%, and more preferably at least about 60%, and even more preferably at least about 75% by weight of the composition;
  - optionally, from about 0% to about 15% of a phase stabilizer.
  - optionally, perfume, profragrance, or mixtures thereof;
  - optionally, a water-soluble dye;and wherein the composition has less than about 20%, preferably less than about 10%, more preferably less than about 5%, even more preferably less than about 1%, and even still more preferably less than about 0.5%, water by weight of the composition.
2. The composition of Claim 1 wherein said composition has from about 1% to about 15%, preferably from about 2% to about 10%, and more preferably from about 3% to about 8% water, by weight of the composition.
3. The composition of Claim 1 such that the closed cup flashpoint of the composition is greater than about 100°F.
4. The composition of Claim 1, wherein the composition has a viscosity pour time, as measured by the viscosity pour test wherein 4 parts of the composition is diluted with one part water, of less than about 1 minute, preferably less than about 30 seconds, more preferable less than about 20 seconds, and even more preferably less than about 10 seconds.
5. The composition of Claim 1, wherein the perfume has a carrier, the carrier preferably being microcapsules, zeolite or mixtures thereof.
6. The composition of Claim 1, wherein the perfume is complexed with a polymer, preferably an amine.
7. The composition of Claim 1, further comprising an active ingredient, to provide additional fabric care benefits, selected from the group consisting of: bodying agent; drape control agent; form control agent; smoothness agent; static control agent; wrinkle control agent;

sanitization agent; drying agent; stain resistance agent; soil release agent; malodor control agent; dye fixative agent; dye transfer inhibitor; color maintenance agent; anti-fading agent; whiteness enhancer; anti-abrasion agent; fabric integrity agent; anti-wear agent; defoamer; anti-foaming agent; rinse aid; UV protection agent; sun fade inhibitor; insect repellent; enzyme; and mixtures thereof.

8. The composition of Claim 1, further comprising an active carrier and/or an effervescent system.
9. The composition of Claim 8, wherein the active carrier is selected from the group consisting of starch, starch derivatives, sugar, sugar derivatives, clays, silicas, zeolites, talcs, and mixtures thereof.
10. The composition of Claim 8, wherein the effervescent system is composed of citric acid, sodium carbonate, sodium bicarbonate, and mixtures thereof.
11. The composition of Claim 1, wherein the perfume composition comprises a perfume active or mixture of perfume actives selected from the group consisting of aromatic and aliphatic esters having molecular weights from about 130 to about 250; aliphatic and aromatic alcohols having molecular weights from about 90 to about 240; aliphatic ketones having molecular weights from about 150 to about 260; aromatic ketones having molecular weights from about 150 to about 270; aromatic and aliphatic lactones having molecular weights from about 130 to about 290; aliphatic aldehydes having molecular weights from about 140 to about 200; aromatic aldehydes having molecular weights from about 90 to about 230; aliphatic and aromatic ethers having molecular weights from about 150 to about 270; and condensation products of aldehydes and amines having molecular weights from about 180 to about 320 and mixtures thereof.
12. The composition of Claim 11, wherein said perfume comprises at least about 25%, more preferably about 50%, and even more preferably about 75%, by weight of the perfume, of perfume ingredients selected from the group consisting of 2,6,10-trimethyl-9-undecen-1-ol, allyl amyl glycolate, allyl cyclohexane propionate, amyl acetate, amyl salicylate, anisic aldehyde, condensation product of methyl anthranilate and hydroxycitronellal, 2-ethyl-4-(2,2,3-trimethyl-3-cyclopenten-1-yl)-2-buten-1-ol, benzaldehyde, benzophenone, benzyl acetate, benzyl salicylate, beta damascone, beta gamma hexanol, 1,5-dimethyl-oxime bicyclo[3,2,1] octan-8-one, cedrol, dodecahydro-3A,6,6,9A-tetramethylnaphtho[2,1B]-

furan, cis-3-hexenyl acetate, cis-3-hexenyl salicylate, citronellol, citronellyl nitrile, clove stem oil, coumarin, cyclohexyl salicylate, 2-methyl-3-(para iso propyl phenyl)propionaldehyde, decyl aldehyde, delta damascone, dihydromyrcenol, dimethyl benzyl carbinyl acetate, ethyl vanillin, ethyl-2-methyl butyrate, ethylene brassylate, eucalyptol, eugenol, cyclopentadecanolide, dihydro-nor-cyclopentadienyl acetate, 3-(3-isopropylphenyl) butanal, frutene, 1,3,4,6,7,8-hexahydro-4,6,6,7,8,8-hexamethylcyclopenta-gamma-2-benzopyrane, gamma decalactone, gamma dodecalactone, geraniol, geranyl acetate, geranyl nitrile, alpha-methyl-3,4, (methylenedioxy) hydrocinnamaldehyde, heliotropin, hexyl acetate, hexyl cinnamic aldehyde, hexyl salicylate, 2-cyclododecyl-propanol, hydroxycitronellal, alpha ionone, beta ionone, gamma methyl ionone, 7-acetyl-1,2,3,4,5,6,7,8-octahydro-1,1,6,7,tetramethyl naphthalene, iso eugenol, iso jasmone, koavone, lauric aldehyde, lavandin, lavender, lemon CP, d-limonene, orange terpenes, linalool, linalyl acetate, 2,4-dihydroxy-3,6-dimethyl benzoic acid methyl ester, 4-(4-hydroxy-4-methyl-pentyl) 3-cyclohexene-1-carboxaldehyde, 2,2-dimethyl-3-(3-methylphenyl)-propanol, 4-(1-methylethyl) cyclohexane methanol, methyl anthranilate, methyl beta naphthyl ketone, methyl cedrylone, methyl chavicol, methyl dihydro jasmonate, methyl nonyl acetaldehyde, 4-acetyl-6-tert butyl-1,1-dimethyl indane, nerol, nonalactone, 1-(2,2,6-trimethyl-cyclohexyl)-3-hexanol, orange CP, 2-methyl-3-(para tert butylphenyl) propionaldehyde, para hydroxy phenyl butanone, patchouli, phenyl acetaldehyde, phenyl acetaldehyde dimethyl acetal, phenyl ethyl acetate, phenyl ethyl alcohol, phenyl ethyl phenyl acetate, phenyl hexanol, 3,3-dimethyl-5-(2,2,3-trimethyl-3-cyclopenten-1-yl)-4-penten-2-ol, prenyl acetate, 2-methyl-5-phenyl pentanol, sandalwood, alpha-terpinene, terpineol (alpha terpineol and beta terpineol), terpinyl acetate, tetra hydro linalool, tetrahydromyrcenol, 7-acetyl-1,1,3,4,6-hexamethyl tetralin, undecalactone, undecavertol, undecyl aldehyde, undecylenic aldehyde, vanillin, 2-tert-butyl cyclohexyl acetate, 4-tert-butyl cyclohexyl acetate and mixtures thereof.

13. The composition of Claim 11, wherein the perfume is comprised of at least about 25%, preferably about 50%, and more preferably about 75%, by weight of the perfume composition, of perfume ingredients with a ClogP equal or greater than about 2.7, preferably equal or greater than about 2.9, more preferably equal or greater than about 3.0, and a boiling point of about 240°C or higher, preferably of about 250°C or higher.
14. The composition of Claim 13, wherein the perfume comprises of at least about 25%, more preferably about 50%, and even more preferably about 75%, by weight of the perfume composition, of benzyl salicylate, adoxal, allyl cyclohexane propionate, alpha damascone,

oxacycloheptadec-10-en-2-one, 5-cyclohexadecen-1-one, ambroxan, amyl cinnamic aldehyde, amyl cinnamic aldehyde dimethyl acetal, amyl salicylate, 2,5,5-trimethyl-octahydro-2-naphthol, 7-acetyl-1,2,3,4,5,6,7,8-octahydro-1,1,6,7-tetramethylnaphthalene, 2-ethyl-4-(2,2,3-trimethyl-3-cyclopenten-1-yl)-2-buten-1-ol, hydroxycitronellal-methyl anthranilate, benzyl benzoate, 3,3-dimethyl-5-(2,2,3 trimethyl-3-cyclopenten-1-yl)-4-penten-2-ol, undecalactone, beta naphthol methyl ether, 3-(4-tert butylphenyl)-propanal, cyclohexadecenone, caryophyllene, methyl cedrylone, 1-(5,5-dimethyl-1-cyclohexen-1-yl)-4-penten-1-one, cedramber, cedrynyl acetate, cedrol, ethylene dodecane dioate, cis-3-hexenyl salicylate, citrathal, citronellyl propionate, 1,3,4,6,7,8-hexahydro-4,6,6,7,8,8-hexamethylcyclopenta-gamma-2-benzopyrane, cyclohexyl salicylate, 2-methyl-3-(para iso propyl phenyl)propionaldehyde, beta damascone, delta damascone, 1-(2,6,6-trimethyl-1,3-cyclohexadien-1-yl)-2-buten-1-one, dihydro iso jasmonate, diphenyl methane, 4-(tricyclo(5.2.1.0 2,6)decylidene-8)-butanal, diphenyl oxide, gamma-dodecalactone, delta-dodecalactone, ethyl cinnamate, ebanol, ethylene brassylate, 3-(3-isopropylphenyl) butanol, oxacyclohexadec-12+13-en-2-one, hexyl cinnamic aldehyde, hexyl salicylate, 2-cyclododecyl-propanol, alpha ionone, beta ionone, gamma methyl ionone, methyl ionone, iralia, iso butyl quinoline, lauric aldehyde, 2-methyl-3(para tertbutylphenyl) propionaldehyde, musk ketone, 4-acetyl-6-tert butyl-1,1-dimethyl indane, 7-acetyl-1,1,3,4,4,6-hexamethyl tetralin, 1,2,3,4,4a,5,8,8a,octahydro-2,2,6,8-tetramethyl-1-naphthalenol, tridecen-2-nitrile, 5-acetyl-1,1,2,3,3,6-hexamethylindan, cyclohexyl phenyl ethyl ether, phenyl ethyl benzoate, 2-phenylethyl phenyl acetate, vetiveryl acetate, sandalwood, amyl benzoate, amyl cinnamate, cadinene, cedryl acetate, cedryl formate, cinnamyl cinnamate, cyclamen aldehyde, 15-hydroxypentadecanoic acid lactone), geranyl anthranilate, hexadecanolide, hexenyl salicylate, linalyl benzoate, 2-methoxy naphthalene, methyl cinnamate, methyl dihydrojasmonate, beta-methyl naphthyl ketone, musk tibetine, myristicin, delta-nonolactone, oxahexadecanolide-10, oxahexadecanolide-11, patchouli alcohol, phenyl heptanol, phenyl hexanol, alpha-santalol, delta-undecalactone, gamma-undecalactone, yara-yara, methyl-N-methyl anthranilate, benzyl butyrate, benzyl iso valerate, citronellyl isobutyrate, delta nonalactone, dimethyl benzyl carbinyol acetate, dodecanal, geranyl acetate, geranyl isobutyrate, gamma-ionone, para-isopropyl phenylacetaldehyde, 7-acetyl-1,1,3,4,4,6-hexamethyl tetralin, iso-amyl salicylate, ethyl undecylenate, benzophenone, beta-caryophyllene, dodecalactone, para-tertiary-butyl-alpha-methyl hydrocinnamic aldehyde, and mixtures thereof.

15. The composition of Claim 11, wherein the perfume is additionally comprised of allyl amyl glycolate, 1,5,5,9-tetramethyl-1,3-oxatricyclotridecane, anethole, 2-ethyl-4-(2,2,3-trimethyl-

3-cyclopenten-1-yl)-2-buten-1-ol, benzyl acetone, benzyl salicylate, butyl anthranilate, calone, dodecahydro-3A,6,6,9A-tetramethylnaphtho[2,1B]-furan, cinnamic alcohol, coumarin, cyclogalbanate, 3,5-dimethyl-3-cyclohexene-1-carboxaldehyde, 2-methyl-3-(para iso propylphenyl)propionaldehyde, 1-(2,6,6-trimethyl-1,3-cyclohexadien-1-yl)-2-buten-1-one, alpha-damascone, 4-decenal, dihydro isojasmonate, gamma-dodecalactone, ebanol, ethyl anthranilate, ethyl-2-methyl butyrate, ethyl methylphenyl glycidate, ethyl vanillin, eugenol, dihydro-nor-cyclopentadienyl acetate, 3-(3-isopropylphenyl) butanol, ethyl-2-methyl-1,3-dioxolane-2-acetate), dihydro-nor-cyclopentadienyl propionate, heliotropin, herbavert, cis-3-hexenyl salicylate, indole, alpha ionone, beta ionone, iso cyclo citral, isoeugenol, alpha-isomethylionone, keone, para-tertiary butyl alpha-methyl hydrocinnamic aldehyde, linalool, lylal, methyl anthranilate, methyl dihydrojasmonate, methyl heptine carbonate, methyl isobutenyl tetrahydropyran, methyl beta naphthyl ketone, methyl nonyl ketone, beta naphthol methyl ether, nerol, para-anisic aldehyde, para hydroxy phenyl butanone, phenyl acetaldehyde, gamma-undecalactone, undecylenic aldehyde, vanillin, and mixtures thereof.

16. The composition of Claim 1, further comprising

- a. an effective level of principal solvent or mixture of solvents preferably having a ClogP of from about -2.0 to about 2.6, preferably from about -1.7 to about 1.6, and more preferably from about -1.0 to about 1.0; at a level that is less than about 40%, preferably from about 1% to about 25%, more preferably from about 3% to about 15% by weight of the composition;
- b. optionally, from 0% to about 20% of a single monoalkyl quat or diquat;
- c. optionally, from 0% to about 1% electrolyte;
- d. optionally, water soluble solvents, and mixtures thereof; and

wherein the concentrated fabric softener composition is clear or translucent.

17. The composition of Claim 1, wherein the fabric softening active is selected from the group consisting of dialkyl quaternaries and amines; dialkyldiester quaternaries and amines; polyquaternaries and amines, dialkyl ester amide quaternaries and amines; silicones; functional silicones, preferably aminosilicones and quaternary silicones; fatty acids, fatty alcohols and fatty esters; clays; natural and synthetic petroleum lubricants, preferably polyolefins, isoparaffins, cyclic paraffins, and mixtures thereof.

18. The composition of Claim 1, wherein said fabric softening active is biodegradable.

19. The composition of Claim 16, wherein the principal solvents are selected from the group consisting of 2,2,4-trimethylpentanediol, ethoxylates of 2,2,4-trimethylpentanediol, 2-ethyl-1,3-hexanediol, 1,4-cyclohexanedimethanol, ethoxylated phenol, butyl carbitol, 1,2-hexanediol, 1,6 hexanediol, hexylene glycol, and mixtures thereof.
20. The composition of Claim 1, wherein the phase stabilizer is a nonionic surfactant derived from saturated and/or unsaturated primary, secondary, and/or branched, amine, amide, amine-oxide fatty alcohol, fatty acid, alkyl phenol, and/or alkyl aryl carboxylic acid compounds, each preferably having from about 6 to about 22, more preferably from about 8 to about 18, carbon atoms in a hydrophobic chain, more preferably an alkyl or alkylene chain, wherein at least one active hydrogen of said compounds is ethoxylated with  $\leq 50$ , preferably  $\leq 30$ , more preferably from about 5 to about 15, and even more preferably from about 8 to about 12, ethylene oxide moieties to provide an HLB of from about 8 to about 20, preferably from about 10 to about 18, and more preferably from about 11 to about 15, and mixtures thereof.
21. The composition of Claim 20, wherein the nonionic surfactant is an ethoxylated fatty alcohol or an ethoxylated fatty amide, and mixtures thereof.
22. The composition of Claim 1, wherein the fabric softener active has a phase transition temperature of less than about 50°C, preferably less than about 35°C, more preferably less than about 20°C, and even more preferably less than about 0°C.
23. The composition of Claim 1, wherein the fabric softener active is selected from the group consisting of:
- a. compounds having the formula:
- $$(I) \quad \{R_{4-m} - N^+ - [(CH_2)_n - Y - R^1]_m\} X^-$$
- wherein
- each R substituent is either hydrogen, a short chain C<sub>1</sub>-C<sub>6</sub>, preferably C<sub>1</sub>-C<sub>3</sub> alkyl or hydroxyalkyl group, C<sub>2-3</sub> polyalkoxy, benzyl, or mixtures thereof;
- each m is 2 or 3;
- each n is from 1 to about 4;
- each Y is -O-(O)C-, -C(O)-O-, -NR-C(O)-, or -C(O)-NR-;

each  $R^1$  being a hydrocarblyl, or substituted hydrocarblyl, branched or straight chain, saturated or unsaturated and mixtures thereof; wherein the sum of carbons in each  $R^1$ , plus one when Y is -O-(O)C- or -NR-C(O)-, is  $C_{12}$ - $C_{22}$ , and

$X^-$  can be any softener-compatible anion, preferably, chloride, bromide, methylsulfate, ethylsulfate, sulfate, and nitrate, more preferably chloride or methyl sulfate;

b. compounds having the formula:



wherein each Y, R,  $R^1$ , and  $X^-$  have the meanings as defined above; and

c. mixtures thereof.

24. The composition of Claim 23, wherein  $R^1$  is derived from a fatty precursor that has an IV tha is between about 40 and about 140, preferably between about 50 and about 120; and more preferably is between about 85 and about 105 and wherein the fabric softening composition is clear and/or translucent.

25. A fabric softening article comprising

- a. a highly concentrated fabric softening composition according to Claim 1; and
- b. a film composition encapsulating said composition.

26. The article of Claim 25, wherein the film composition comprises a water soluble or partially water soluble polymer.

27. The article of Claim 25, wherein the film is made of a material selected from the group consisting of hard gelatin, soft gelatin, polyvinyl alcohol, polyvinyl alcohol derivatives, polyvinyl pyrrolidone, hydroxypropyl methylcellulose, sugar, sugar derivatives, starch, starch derivatives, and mixtures thereof.

28. The article of Claim 25, wherein the article has a dimension of less than about 15mm.

29. The article of Claim 25, wherein said film composition comprises from about 1% to about 50% of a plasticizing agent.

30. The article of Claim 29, wherein said plasticizing agent is selected from the group consisting of 1,4 cyclohexanedimethanol, 1,2 hexanediol, 1,6 hexanediol, glycerin, sorbitol, polyethylene glycols, 1,2 propanediol, and mixtures thereof.

31. The article of Claim 25, wherein the film comprises a water soluble dye.
32. The article of Claim 25, wherein the film transmits light or is opaque.
33. The article of Claim 25, wherein the thickness of the film is from about 20 microns to about 80 microns.
34. The article of Claim 25, wherein the film comprises a perfume.
35. The article of Claim 34, wherein the perfume comprises components having a boiling point of less than about 300°C and preferably less than about 240°C.
36. The article of Claim 25, wherein the article comprises from about 2ml to about 30ml of the concentrated fabric softening composition.
37. The article of Claim 25, further comprising a solid phase encapsulated with the fabric softening composition.
38. The article of Claim 25, further comprising a second liquid phase.
39. The article of Claim 38, wherein said second liquid phase is an aqueous phase comprising an electrolyte.
40. The article of Claim 38, wherein said second liquid phase contains a polyamine active.
41. The article of Claim 38, wherein said second liquid phase comprises an active ingredient, to provide additional fabric care benefits, selected from the group consisting of: bodying agent; drape control agent; form control agent; smoothness agent; static control agent; wrinkle control agent; sanitization agent; drying agent; stain resistance agent; soil release agent; malodor control agent; dye fixative agent; dye transfer inhibitor; color maintenance agent; anti-fading agent; whiteness enhancer; anti-abrasion agent; fabric integrity agent; anti-wear agent; defoamer; anti-foaming agent; rinse aid; UV protection agent; sun fade inhibitor; insect repellent; enzyme; and mixtures thereof.

42. The article of Claim 25, that disperses in cold water (10°C) in less than about 15 minutes, preferably less than about 10 minutes, more preferably less than about 5 minutes, and even more preferably less than about 3 minutes and most preferably less than about 2 minutes.
43. The fabric softening article of Claim 42, wherein said article can dissolve in cold (4°C) water in less than about 15 minutes, preferably less than about 10 minutes, more preferably less than about 5 minutes, even more preferably less than about 3 minutes, and most preferably less than about 2 minutes.
44. The article of Claim 25, further comprising at least one other separate physical phase.
45. The article of Claim 44, wherein the separate physical phase is gaseous.
46. The article of Claim 45, wherein the gaseous phase comprises air, nitrogen, and/or inert gas that is at least about 1% of the total volume, preferably at least 5% and more preferable at least 10% of the total volume of the article.
47. The article of Claim 25, further comprising identification means for distinguishing between articles, said means comprising article features of color, odor, texture, opacity, pearlescence, size, shape, embossing, or debossing, applied markings and mixtures thereof.
48. The article of Claim 25, further comprising a humidity resistant package.
49. A fabric softening article for dispensing in a washing machine comprising an effective amount of a concentrated fabric softening composition according to Claim 1, the composition in the form of a tablet.
50. The article of Claim 49, further comprising an effervescent system.
51. The article of Claim 49, that disperses in cold water (10°C) in less than about 15 minutes, preferably less than about 10 minutes, more preferably less than about 5 minutes, and even more preferably less than about 3 minutes and most preferably less than about 2 minutes.

52. The fabric softening article of Claim 51, wherein said article can dissolve in cold (4°C) water in less than about 15 minutes, preferably less than about 10 minutes, more preferably less than about 5 minutes, even more preferably less than about 3 minutes, and most preferably less than about 2 minutes.
53. The article of Claim 49, further comprising identification means for distinguishing between articles, said means comprising article features of color, odor, texture, opacity, pearlescence, size, shape, embossing, or debossing, applied markings and mixtures thereof.
54. The article of Claim 49, further comprising a humidity resistant package.
55. A process of dispensing a composition of Claim 1, the process comprising the steps of placing an amount of said composition in a dispensing device, and adding an amount of water sufficient to dilute the composition.
56. A process of dispensing an article of Claim 25, the process comprising the steps of placing the article in a dispensing device, and adding an amount of water sufficient to dilute the composition.
57. A laundry kit comprising:  
a plurality of fabric softener articles of Claim 25; and  
one or more elements selected from the group consisting of a diluting and/or dispensing device; packaging for the articles; identification means for identifying different types of articles; and a set of instructions associated with said packaging.
58. The kit of Claim 57, wherein the identification means comprise color, odor, texture, opacity, pearlescence, size, shape, embossing, or debossing, applied markings and mixtures thereof to distinguish between articles having different fragrances and/or different fabric care actives.
59. The kit of Claim 57, further comprising a perfume for use in association with the fabric softener articles.
60. The kit of Claim 57, wherein said package is affixed to a packaged laundry detergent product.

61. The kit of Claim 57, further comprising a fabric care agent selected from group consisting of detergents, pre-treaters, stain removers, fabric care sprays, dryer-added fabric softener sheet, and bleaches.
62. The kit of Claim 61, wherein the fabric softening articles and fabric care agent(s) have the same perfume.
63. The kit of Claim 57, wherein said instructions describing methods of using the fabric softener articles and fabric care item(s) together to improve performance.
64. The kit of Claim 57, wherein said instructions comprise written instructions, pictures, icons and combinations thereof.